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FROM William B. Vass

PHONE NO.

LAWYER NO. 1217 **FILE NO.** 50319-20

DATE February 5, 2007

Original Status - Retained on File

This is the first page of **7**

This facsimile was successfully transmitted at:

MESSAGE

Re: U.S. Application No. 10/709,298
Filed: April 27, 2004
First Named Inventor: SIMPSON, Todd Garrett

Attached: Transmittal Form
Reply to Notice of Non-Compliant Amendment
Drawings (4 sheets)

DMSTORLegal00085001217435230v1

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PTO/SB/21 (08-06)

Approved for use through 03/31/2007. OMB 0651-0031

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TRANSMITTAL
FORM

(to be used for all correspondence after initial filing)

Total Number of Pages In This Submission

Application Number	10/709,298
Filing Date	April 27, 2004
First Named Inventor	Simpson, Todd Garrett
Art Unit	3625
Examiner Name	Mila Arakelian
Attorney Docket Number	50319-20/WBV

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ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input checked="" type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.63		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Bennett Jones LLP, Customer Number 64691		
Signature			
Printed name	William B. Vass, Bennett Jones LLP		
Date	Feb. 5, 2007.	Reg. No.	36,418

CERTIFICATE OF TRANSMISSION/MAILING

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Signature

Typed or printed name William B. Vass, Regn. No. 36,418

Date Feb. 5, 2007.

This collection of information is required by 37 CFR 1.6. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Our File: 50319-0020/WBV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Matter of Patent Application:

Serial No. : 10/709,298

Applicant : Simpson et al.

Filing Date : April 27, 2004

Title : METHOD AND SYSTEM OF PROVIDING LOCATION SENSITIVE
BUSINESS INFORMATION TO CUSTOMERS

Art Unit : 3625

Examiner : Mila Airapetian

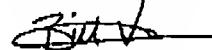
To: Commissioner of Patents
United States Patent and Trademarks Office
Washington, D.C. 20231

Dear Sir:

This is in reply to the Notice of Non-Compliant Amendment dated January 4, 2007, a reply to which is due February 4, 2007.

In response to the Notice of Non-Compliant Amendment, the drawing sheets have been annotated as "Replacement Sheets". It is believed that the drawing sheets are compliant and this reply is responsive to the outstanding matter raised in the Notice. Should anything further be required, please contact Bill Vass at (416) 777-7490.

Respectfully submitted,
SIMPSON et al.



February 5, 2007
Toronto, Ontario
CANADA

/s/

William B. Vass
Registration No. 36,416